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To: See Below*

Date: March 29, 1976

From: Alexander Holtzman

Subject: CANADA - SMOKING AND HEALTH

RECEIVED
MAR 29 1976
H. WAKEHAM

Attached, for your information, is a letter from Marc Lalonde, Minister of National Health and Welfare of Canada, to Paul Pare, Chairman of the Canadian Tobacco Manufacturers Council. The Minister presents a list of proposed marketing and manufacturing restrictions going beyond the present industry voluntary code.

Among the more drastic recommendations are those for reducing tar and nicotine maximums, eliminating promotion of higher tar brands and eliminating promotional activities that depict a lifestyle, person or environment instead of being confined to a description of the product.

Alexander Holtzman

AH/ff
Attachment

* J. F. Cullman 3rd
R. R. Millhiser
S. P. Pollack
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C. H. Goldsmith
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Industry should harden its position! I think Paul Smith may have been right in giving no more ground than absolutely necessary

I would let voluntary code go out. In the end the government will do more harm to the industry by the voluntary system than by restrictive regulation!
H Wake

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